

DETAILED ACTION

Claim Objections

1. Claims 15 and 16 objected to because of the following informalities: The two claims are duplicates. Appropriate correction is required.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. **Claims 1-4 and 14-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Katz (US 2002/0095326 A1).**
4. As per **independent Claim 1**, Katz discloses a method comprising: transmitting to a customer or a driver a graphical representation to facilitate execution of a reservation of a transportation service to be provided to the customer by the driver (Fig.1, Para 0023-0032).
5. As per Claim 2, Katz discloses selecting a reservation associated with the customer; and associating the driver with the reservation.

6. As per Claim 3, Katz discloses in which transmitting the graphical representation comprises transmitting the graphical representation in response to a time associated with the reservation.
7. As per Claim 4, Katz discloses in which transmitting the graphical representation comprises transmitting the graphical representation to a wireless handheld device.
8. As per **independent Claim 14**, Katz discloses A system comprising: a computing device adapted to: select a reservation with an associated customer and an associated driver; and transmit a graphical representation to the associated customer or the associated driver (Fig.1, Para 0023-0032).
9. As per Claims 15 and 16, Katz discloses a data communication channel through the computing device, the data communication channel linking a first wireless handheld device associated with the customer and a second wireless handheld device associated with the driver.
10. As per **independent Claim 17**, Katz discloses a computer program product, tangibly embodied in an information carrier, the computer program product comprising instructions operable to cause data processing apparatus to transmit to a customer or a driver a graphical representation to facilitate execution of a reservation of a transportation service to be provided to the customer by the driver (Fig.1, Para 0023-0032).
11. As per Claim 18, Katz discloses wherein the instructions are further operable to cause the data processing apparatus to select a reservation associated with the customer and to associate the driver with the reservation.

12. As per Claim 19, Katz discloses wherein the instructions are further operable to cause the data processing apparatus to confirm that the driver and the customer do not require any additional information to facilitate execution of the reservation.
13. As per Claim 20, Katz discloses wherein the instructions are further operable to cause a customer service representative to contact the passenger and assist the passenger with execution of a reservation.

Claim Rejections - 35 USC § 103

14. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

a. A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

- 15. Claims 5-7, 10, 12, and 13 are rejected under 35 U.S.C. 103(a) as being unpatentable over Katz.**

16. As per Claims 5-7, 12, and 13, Although Katz does disclose providing the user and driver information through a graphical display which provides detailed information regarding a transportation service, to include pick-up drop off information, and the identity or description of the vehicle (Para 0023-0032), Katz fails to expressly disclose discloses in which the graphical representation comprises a photograph of the driver associated with the reservation, a photograph of the customer associated with the reservation, comprises a photograph of a

vehicle, including the license plate, associated with the reservation, a text message from the customer, and/or a text message from the driver.

17. However these differences are only found in the nonfunctional descriptive data and are not functionally involved in the steps recited. The transportation reservation system/method would be performed regardless of the type of graphical representation displayed to the users. Thus, this descriptive data will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).
18. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have presented the users with a graphical representation comprising a photograph of the driver associated with the reservation, a photograph of the customer associated with the reservation, comprises a photograph of a vehicle, including the license plate, associated with the reservation, a text message from the customer, and/or a text message from the driver, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.
19. As per Claim 10, while Katz does disclose a system which provides reservation information for a plurality of pick-up location possibilities (Para 0023-0032), Katz fails to expressly disclose wherein the pick-up location comprises a location in an airport.
20. However these differences are only found in the nonfunctional descriptive data and are not functionally involved in the steps recited. The transportation reservation system/method would be performed regardless of the pick-up location. Thus, this descriptive data will not

distinguish the claimed invention from the prior art in terms of patentability, *see In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

21. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have presented the users with a possible pick-up location that included an airport, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.

22. Claims 8, 9, and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Katz in view of Coffee et al. (US 2006/0182055 A1).

23. As per Claim 8, Katz fails to expressly disclose in which the graphical representation comprises a map associated with the reservation.
24. However, Katz does disclose providing pick-up location information to the driver through a hand-held device, approximate pick-up time to the customer, and tracking detailed GPS information regarding the vehicle (Para 0023-0032).
25. Furthermore, Coffee discloses a system which provides drivers/customers with details navigation information through a hand-help device to include maps and map navigation (Para 0011, 0338, 0349, 0359).
26. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to have included graphical representation comprises a map and directions associated with the reservation, as disclosed by Coffee in the system disclosed by Katz, for the advantage of providing a method of transportation reservation, with the ability

to provide all users with appropriate detail for most efficiently and effectively completing the transportation transaction (See KSR [127 S Ct. at 1739] “The combination of familiar elements according to known methods is likely to be obvious when it does no more than yield predictable results.”).

27. As per Claim 9, Katz and Coffee disclose in which the map comprises a pick-up location associated with the reservation.
28. As per Claim 11, Katz and Coffee disclose in which the map comprises directions from a location associated with the customer to a location associated with the driver.

Conclusion

29. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
30. Additional Literature has been referenced on the attached PTO-892 form, and the Examiner suggests the applicant review these documents before submitting any amendments.
31. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jonathan Ouellette whose telephone number is (571) 272-6807. The examiner can normally be reached on Monday through Thursday, 8am - 5:00pm.
32. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Weiss can be reached on (571) 272-6812. The fax phone numbers for the organization where this application or proceeding is assigned (571) 273-8300 for all official communications.

Art Unit: 3629

33. Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Office of Initial Patent Examination whose telephone number is (703) 308-1202.

June 12, 2008

/Jonathan Ouellette/

Primary Examiner, Art Unit 3629